operation and TV program information, when the TV 5 is remote-controlled using the remote controller 22. Thus, it is possible to precisely know which program a user who operated the remote controller node 22 has watched.

Note that signal forms are in no way limited to infrared radiation, but may be electric signals.

According to the third embodiment heretofore described, the system of the present invention is suited for acquisition of data on audience ratings for TVs using wireless remote controllers.

What Is Claimed Is:

1. An information delivery service system comprising:

a system service section;

a plurality of nodes connected to said system service section through a network and allocated with specific addresses that are unique within said network; and

terminal devices for system users connected to said system service section and said plurality of nodes through said network;

wherein said system service section acquires the profile data of each node-user through each node and analyzes said personal profile data, in order to mediate between said each node-user and each system user according to said profile data to help exchange information.

2. An information delivery service system comprising:

a system service section; and

a plurality of nodes connected to said system service section through a network, allocated with specific addresses that are unique within said network, and designed to receive broadcast content;

wherein said system service section selectively delivers at least either an advertisement or information content suited for the profile of each node-user.

3. The information delivery service system of claim 1 or 2, wherein said node-user declares the limit of profile data disclosure against said system service section and obtains a level of service appropriate for said disclosure limit from said system service section.

4. The information delivery service system of claim 1, 2 or 3, wherein said system service section uses at least either user-specific static data independent of time lapse or user-specific dynamic data dependent on time lapse, as user profile data.

5. The information delivery service system of claim 1, 2, 3 or 4, wherein said system service section delivers at least either advertisement content or information content related to a broadcast content.

6. The information delivery service system of claim 1, 2, 3, 4 or 5,

wherein said system service section updates said user profile data according to a record of user access to content.

7. The information delivery service system of claim 1, 2, 3, 4, 5 or 6, wherein said system service section acquires and analyzes audience data according to a record of user access to broadcast content.

8. The information delivery service system of claim 1, 2, 3, 4, 5, 6 or 7, wherein said system service section performs at least either billing to an advertiser or measurement of advertisement effectiveness, according to a record of data on access to advertisement content.

9. The information delivery service system of claim 1, 2, 3, 4, 5, 6, 7 or 8, wherein transmission of at least either said record of data on access to advertisement content or said record of data on access to broadcast content from each node to said system service section, is carried out in response to a request from said system service section.

10. The information delivery service system of claim 1, 2, 3, 4, 5, 6, 7 or 8, wherein transmission of at least either said record of data on access to advertisement content or said record of data on access to broadcast content from each node to the system service section is autonomously carried out by said each node in response to a request from said system

service section.

11. The information delivery service system of claim 1 or 2, wherein a plurality of remote controller nodes capable of adding timestamps to and storing received remote controller output signals and sending out said signals through the Internet are connected as said nodes, and said system service section acquires remote controller output signals sent out from each remote controller node and analyzes the way operation is performed with each remote controller.

12. The information delivery service system of claim 1 or 2, wherein a plurality of remote controller nodes capable of adding timestamps to and storing received remote controller output signals and sending out said signals through the Internet are connected as said nodes, and said system service section acquires remote controller output signals sent out from each remote controller node and analyzes the way operation is performed with each remote controller and said user profile, as well as delivers advertisement content to said each remote controller node according to said user profile.

13. The information delivery service system of claim 11 or 12, wherein said each remote controller node sends a remote controller output signal to said system service section each time a relevant remote controller is operated.

14. The information delivery service system of claim 11, 12 or 13, wherein said system service section analyzes and processes data on the audience ratings of television.

15. The information delivery service system of claim 11, 12, 13 or 14, further comprising:

a wireless remote controller for transmitting a command for operating a device being remote-controlled, in a signal form different from a form whereby said device being remote-controlled can receive said command; and

an operation logging, analyzing and communication unit for receiving the output signal of said wireless remote controller, acquiring the historical record of operation of said device according to a command thus received, converting said command to a form of signal that said device can receive, and then outputting said signal.

16. The information delivery service system of claim 15, wherein said device being remote-controlled is a television or a videocassette recorder and infrared radiation signals are used for command transmission.